Meet the buyers who need security now.

I book qualified meetings for founder-led cyber security firms in Australia, New Zealand and Singapore. I start from live buying triggers (breaches, new CISOs, compliance deadlines) found with AI and the news. Then I dig deeper: I contact companies myself, in the news or not, to find out who really needs help, and book the meeting with the right decision-maker.



Simon Lecat

FOUNDER · WESTERN AUSTRALIA

Former IT Business Manager who grew a consulting business unit from 0 to 25 consultants and $5M in annual revenue. Now focused on one thing: putting cyber security firms in front of buyers who need them.

FROM MY YEARS IN IT

4 problems I saw again and again.

01 Referral-dependent growth

Many founder-led IT firms grow through referrals. It works, until it doesn't.

02 Pipeline stops when delivery peaks

When the team is busy delivering, nobody is opening new conversations.

03 Generic outreach gets ignored

Buyers ignore messages that have no real reason behind them.

04 Brand risk

Volume-led campaigns burn domains and damage your name with the buyers who matter.

WHO I HELP

Founder-led cyber firms of 5 to 50 people, selling to small and mid-sized organisations, who need more qualified meetings than their team can book today.

MSSPs, MDR & SOC | Pen testing & red teams | GRC & compliance | Security integrators | Security software vendors

WHAT YOU GET

Meetings, not activity

You pay for qualified meetings that happen. Nothing else.

Zero risk to start

A free audit, no setup fee upfront, and your first meeting is free.

A cyber specialist

I only work with cyber security firms, so I speak your buyers' language.

Your brand protected

A real reason behind every message, and the rules of each market respected.

Every meeting arrives in your calendar with notes on the buyer and their situation, plus a short weekly update.

HOW IT WORKS

Calls start in week 1. You pay only for meetings.

Calls and LinkedIn start as soon as I have your ideal client profile; email joins once your domains are warm (around weeks 3 to 4). Here's what happens from the day you sign.

WEEK 1 · KICK-OFF

Kick-off and first calls

- Kick-off call: your services, ideal clients and markets
- Target accounts built from live triggers
- Call script and messages approved by you
- Calls and LinkedIn start straight away
- Email domains start warming up

YOUR PART

Send your ideal client profile, your "do not contact" list and calendar access.

MONTH 1

First conversations

- Email joins calls and LinkedIn around weeks 3 to 4
- I dig deeper: I contact companies to learn who really needs help
- Meetings booked in your calendar, with notes
- Your first weekly report

YOUR PART

Take the meetings and tell me how each one went.

MONTH 2

Steady rhythm

- New accounts added every week as new triggers appear
- Targeting refined from your meeting feedback
- Messages tested and improved from real replies

YOUR PART

A short weekly check-in and your meetings.

MONTH 3

Full pace and review

- Focus on the services, sectors and buyers that respond best
- 3-month review: meetings, pipeline and what we learned
- Together we decide: continue, scale up or stop

YOUR PART

A review call to plan what comes next.

The offer: pay per meeting, no minimum term

Free audit 30-minute call + 5 sample target accounts	Free
Setup Domains, mailboxes, warm-up, target list, scripts	$0 upfront
1st qualified meeting	Free
2nd qualified meeting Includes $200 towards setup	$500 + GST
Each meeting after that Fixed price, no minimum term	$300 + GST

What counts as a qualified meeting

- A decision-maker, with the job titles we agree
- From a company in your agreed ideal client profile
- They show up to the meeting
- If they don't show up, you don't pay, and I rebook
- Not a fit? Tell me within 48 hours and it isn't charged

30-day guarantee `No risk`

No qualified meeting within 30 days of receiving your ideal client profile and calendar access? You can stop, with nothing to pay.

Simple terms

One invoice a month, only for meetings that happened. A monthly cap agreed upfront. Stop any time with 14 days' notice.

Ready to meet buyers who need security now?

Start with a free 30-minute audit: your services, your ideal clients and 5 target accounts in Australia, New Zealand or Singapore. No commitment. Not ready for a call? Ask for 5 live buyers, free, plus who to contact at each.

Book your free audit | Get 5 live buyers, free

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